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Full-ripened tomatoes and strawberries from the South--in January. Not this coming January but some January after the war is over. Cargo planes can carry anything from a yo-yo to a jeep.

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The world's largest grocery store has no coffee grinder, no meat counter, no cat sleeping on the potatoes. Yet, people from all over the world shop here. And how!

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Take the name of any food, knock out a few letters, and you end up with something that looks like an author's description of a sneeze. The Army, good at this code business, says it saves a lot of trouble when the cans get wet.

BILL OF FARE FOR 1943

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Those fancy desserts, all gooey with whipped cream and stuff, may be "out" next year. And you may be eating foods you formerly looked upon as livestock feed--soybeans, for example. However, you'll still be well fed.

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Even we, in all our wisdom, didn't know that beans have to be soaked before cooking. But did you know that at least one food processor has started doing that job for you?

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FRUITS AND VEGETABLES BY AIR

. . . . By W. G. Meal

The crew of a disabled bomber radios back to headquarters and in a matter of minutes replacement parts are on a cargo plane; and in a matter of hours the bomber is back in the air again. A reconnaissance unit needs a "jeep"; the field radio sputters; the jeep is loaded on a cargo plane and carried speedily to the field of operations. In war-time, practically no job is too difficult for these motortrucks of the air. They carry machine tools, machine guns, ammunition, gasoline, medical supplies, and concentrated foods. They will carry a much wider variety of military and food items before this war is over.

But what kind of freight will the big ships carry after all the peace treaties are signed and sealed? The sky--literally--is the limit, and the aircraft companies are already exploring the possibility of transporting certain types of industrial products. Fruit and vegetable growers ought to take a quick look around, too, for air transport is a natural for some of their more perishable, high-priced, out-of-season crops.

Tomatoes

Take out-of-season tomatoes. During the winter and spring months, fresh tomatoes for retail markets are largely grown in Florida, California, Texas, Mississippi, and Tennessee--augmented by considerable quantities from Mexico and Cuba early in the winter. All of these producing sections are long distances from the Nation's great consuming centers.

So what happens? The tomatoes are picked when they are botanically mature but green or pink in color, wrapped in tissue paper, and shipped to market. Known to the trade as "green-wraps," they usually ripen somewhat in transit and some may develop a red color. But most of them move to ripening rooms in the large cities and are there prepared for the retail trade.

It would be different with air transport. The tomatoes would be planted as usual in the winter producing areas, but they would be allowed to ripen--and gain additional flavor. Then, after being loaded in a plane at an airport in the producing section, they would be transported quickly to New York, Philadelphia, Chicago, St. Louis, and other large consuming centers. It would be possible for consumers in the North to have tomatoes in the evening that had been picked, fully ripe, in the morning.

Flavor isn't the only factor that ought to be considered. There is the matter of eliminating the bumping and bouncing that perishables must undergo during a long train or truck or boat ride from Florida to

New York City, say. Properly stowed in the plane, tomatoes undoubtedly would reach their destination in better condition than those shipped by other forms of transportation.

Consumers would certainly benefit from air transport of winter-grown tomatoes. But whether producers and shippers would benefit--in the way of increased returns--would depend to a large extent on transportation rates. These would be high at first--considerably higher than rail, motortruck, or boat rates.

No Refrigeration

But there would be a number of factors working in the direction of more reasonable transportation charges. Lighter, less-expensive crates than those now in use ought to be feasible, inasmuch as the tomatoes would be in transit for only a few hours. Refrigeration would be unnecessary for the same reason--and the upper air is so cold that warming of the plane's interior might be needed under certain conditions. Development of larger planes, glider trains, an increasing volume of business, and competition between airlines all would work in the direction of lower rates.

Should air rates drop reasonably close to those of competing forms of transportation, producers and shippers would be in a favorable position. A superior product should command a higher price. And a superior product might reasonably be expected to lead to increased demand.

Better for High-Priced Products

Under present conditions, air transport seems feasible only for the high-priced products. Little or nothing would be gained by shipping potatoes or apples or onions or cabbage by air, for high transportation rates would only increase prices to consumers and decrease prices to shippers and producers.

But for winter-grown tomatoes, strawberries, lettuce, and certain sub-tropical fruits now largely unknown to consumers in the North, air transport looks like a promising field. Cut flowers might also be carried by plane. Those rosebuds that are seen in the florist's shop are the result of a marketing system developed to get them to market as quickly as possible, for delays mean costly losses. Last year, in California, an experiment was conducted to test the feasibility of transporting flowers by air. The experiment proved that this form of transportation was practicable if the flowers were adequately protected from the cold.

Air transport of industrial products is definitely in the wind; and air transport of agricultural products is a distinct possibility after the war is over. At least, as Abraham Lincoln remarked about a rathole in his office, it will bear looking into.

SECRETARY WICKARD SETS UP MACHINERY
TO CARRY OUT PRESIDENT'S FOOD ORDER

The Department of Agriculture has been streamlined for the war effort. Following the President's executive order of December 5, which placed upon the Secretary of Agriculture "full responsibility for and control over the Nation's food program," the Department has been regrouped into three major administrative units. These are the Food Production Administration, the Food Distribution Administration, and the Agricultural Research Administration.

The research agency was already a going organization, but the food production and food distribution units are new---established under the executive order of December 5. The functions, personnel, and property of any outside agencies, including those in the War Production Board, that may be transferred to the Department as a result of the executive order will become a part of one of the new agencies, depending on whether they are primarily concerned with food production or food distribution.

Herbert W. Parisius, Associate Director of the Office for Agricultural War Relations, was designated by Secretary Wickard as Director of Food Production. At the same time, Secretary Wickard named Clifford M. Townsend, Administrator of the Agricultural Conservation and Adjustment Administration, as Associate Director of the Food Production Administration.

Roy F. Hendrickson, Administrator of the Agricultural Marketing Administration, was designated Director of Food Distribution. Clarence W. Kitchen, Associate Administrator of the Agricultural Marketing Administration, was appointed Assistant Director of Food Distribution.

Eugene C. Auchter is Administrator of the Agricultural Research Administration.

Secretary's Statement

"The President's order," Secretary Wickard said, "makes it possible for the Department of Agriculture to set up a national 'assembly line' for the production and distribution of food vitally needed to win the war and the peace. We now have concentrated in one place the administrative machinery to get the raw materials and to deliver the finished product, from the time the seed goes into the ground until the food goes into consumption.

"I recognize fully the power and authority the President has delegated. It shall be the obligation of the Department of Agriculture to use that power to assure an adequate supply and efficient distribution of food to meet war and essential civilian needs. In that endeavor, I ask the help of America's farmers, food handlers, and consumers."

Agencies now within the Department consolidated into the Food Production Administration are the Agricultural Conservation and Adjustment Administration (except the Sugar Agency); the Farm Credit Administration; the Farm Security Administration; that part of the Division of Farm Management and Costs of the Bureau of Agricultural Economics concerned primarily with the planning of current agricultural production; and that part of the Office for Agricultural War Relations concerned primarily with food production.

Agencies now within the Department consolidated into the Food Distribution Administration are the Agricultural Marketing Administration; the Sugar Agency of the Agricultural Conservation and Adjustment Administration; that part of the Bureau of Animal Industry of the Agricultural Research Administration concerned primarily with regulatory activities; and that part of the Office for Agricultural War Relations concerned primarily with food distribution. That part of the Office for Agricultural War Relations not transferred to either of the two new administrative agencies will continue as an advisory unit of the Secretary's staff.

Commodity Credit Corporation programs concerned with either domestic food production or food distribution are to be approved, under the new set-up, by the Director of Food Production or the Director of Food Distribution before being submitted to the Secretary.

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NEW SOUTHERN EGG MARKETING PROGRAM ANNOUNCED FOR 1943

Machinery to insure a market for farmers in 12 Southern States who have expanded egg production to meet wartime requirements will again be available in 1943 through the Food Distribution Administration and cooperating egg dealers.

States included in the program are Alabama, Arkansas, Florida, Georgia, Kentucky, Louisiana, Mississippi, North Carolina, South Carolina, Tennessee, Virginia, and West Virginia. The program will operate during the months of heaviest production and will continue as long as is necessary in 1943.

The Food Distribution Administration will purchase eggs at announced prices in lots as small as 10 cases. Qualified dealers who have contracted with the FDA will purchase eggs from producers at the designated prices and assemble them in 10-case lots for sale to the FDA.

Cooperating dealers may sell the eggs to Army camps, to defense plants, or to any local trade that may develop, but the FDA will stand ready to buy them at the announced price, plus four cents a dozen to cover costs of grading, inspection, packaging, and storing.

THE WORLD'S LARGEST GROCERY STORE

. . . . By Jim Roe

Largest grocery store in the world is a room measuring about 20 by 30 feet. It boasts not a single can of soup or box of breakfast food. It has, in fact, no shelves. Yet, since it opened for business on March 15, 1941, millions of hungry men and women have been fed through its transactions. It has handled over one and three-quarters billion dollars' worth of groceries, and its daily turnover is in the neighborhood of five million dollars.

This grocery store is the office of Roy F. Hendrickson, Director of the USDA's Food Distribution Administration. Here the representatives of Russian, British, Fighting French, and other foreign governments make their purchases of United States food, which is then sent to the soldiers and civilians of their homeland. Deliveries to these representatives during the period from April 29, 1941, to November 1, 1942, totaled almost 8 billion pounds.

4 O'Clock Wednesday

The time is 4 o'clock on a Wednesday afternoon. Time for the meeting with food experts of the Soviet Union's Government Purchasing Commission. Into the "store," by ones and twos, file the "clerks"--brilliant specialists in the various fields of food production, processing, and handling. The Russian "customers" are there, too--P. I. Tchegula, Chief of the Foodstuffs Department; Boris Groudinko, engineer who studied English at the University of Leningrad; and perhaps a Soviet specialist or two, depending on what subjects are to be discussed at the day's meeting. The agenda, list of the topics to be handled at the meeting, is passed out, and clerks and customers take seats around tables and on leather-covered chairs and sofas along the walls. The air is one of informality and friendliness, with a joke or two passing back and forth.

Hendrickson, hair rumpled, attired in a brown tweed suit with a tan sleeveless sweater under his coat, takes his place, looks at the agenda and starts the ball rolling with a, "Well, let's go. Here's tea first. Are you handling that, Cy?" and the meeting is on. The Russians want tea, and the figures are brought out and examined. So many millions of pounds--enough to serve the needs of a censored section of their country for a censored period of time. Is it available? Cy thinks so, and he assures the Russians that "We won't stop till we get the tea."

These customers don't use shopping bags and super-market go-carts to carry away their purchases. Their shopping lists, scribbled on bits of paper and pulled from a brief case or coat pocket, run to the thousands of tons. A shipload of hams or frozen pork loins is purchased as easily as you and I have been accustomed--in years past--to buying a pork roast for Sunday dinner.

Tea taken care of, attention is shifted to the next item, which might be smoked heavy hams, pork loins, or, as is often the case, a product which is totally unfamiliar to American palates--such as "cvinaya tushonka." A little explanation is necessary on this one, so Mr. Groudinko tells what the product is: "One piece of pork shoulder, one piece of rump, and one piece of loin in a 15½-ounce can, along with laurel leaves, onion, pepper, and salt. The meat is canned raw, the sterilization process providing the cooking. The idea is this: We want the meat canned so that in each can there is one piece of high, one of medium, and one of low grade meat."

Or the request might be for English smoked ribs--a product not produced in the United States for the last 30 years, though still common in England, and, apparently, in the U.S.S.R. Each of the two are unusual requests, and each is rather difficult to fill. But the specialized needs of the Russians make many unusual products and packages necessary. Meat must be processed to withstand the long and hazardous ocean voyage to Soviet ports, often in the glare of summer suns. It must be packed to withstand long journeys over the vast terrain of the U.S.S.R. after it is unloaded from the ships. And the appetites and tastes of Russian workers and soldiers vary, of course, from those of Americans. Food must be made to taste as nearly as possible "Like mother used to make," even though it is grown and prepared 8,000 miles from the Russian trooper who is to eat it.

Research

Some of the new meats will take a bit of research and study, to see if U. S. packing plants are set up to handle their production. Others may be available, but in limited supply. The tonnage required by the Russians is jotted down, and they're promised that, "We'll go ahead and get it as soon as we can."

As many a housewife has recently discovered, planning menus for several days or a week ahead to fit in with the limited transportation available to her is not always an easy task. But the national diets of the peoples of the United Nations must be planned months in advance, and planned well, for there can be no extra trips to the store. When a convoy is loaded and 500 miles on its way, standing out for a port in the U.S.S.R., it's too late to discover that the butter was forgotten, too late to come back to pick it up. Ship sailings must be anticipated in advance, and food purchased, processed, and assembled. Ship bottoms are too precious in wartime to allow them to lie idle in American ports while food with which to load them is hurriedly purchased.

This need gives rise to a complicated system of stockpiles and emergency reserves, which must be moved about the country in much the same manner as a skillful chess player maneuvers his men over the board. Ships are sometimes delayed or diverted at the last hour to another port, leaving hundreds of cars of food assembled at a port, with no ship scheduled

to lift it. Or, perhaps, more ships steam into the harbor than were anticipated, and additional stocks must be rushed to that port to enable those ships to load and put to sea with the rest of their convoy. An efficient system of handling makes this possible. Shipping experts in the Food Distribution Administration's offices know where each car of food is located, how many tons are stored, and in what warehouses. Teletype reports inform them when trains of food start to roll, and at any instant telegraphed instructions can cause cars of food to be halted, to start rolling, or even to be taken out of a train and rushed in an opposite direction to fill the last holes in the cargo space of a ship nearly ready to sail for the fighting fronts.

Refrigerated Space

All these problems are in the minds of Russians and Americans alike as they scan their shopping list and the lists of American production. Refrigerated space must receive cold storage cargo—for it is a tremendous waste to find that no frozen cargo is on hand, and to have to load the "reefer" space with other cargo which can easily be carried on deck or in ordinary hold space. Ships are usually available in a fairly steady supply, and must be kept filled regularly, while supplies of food are often on a seasonal "feast or famine" basis. The ships cannot be shifted easily or quickly, for some runs—as from Britain to the South Pacific ports—take nearly 6 months to complete. During the peak seasons, some ships are often diverted to the North Atlantic run, but any immediate or large shift is next to impossible. The food supplies, therefore, must be handled in such a way that supplies are steadily available, when and where they are needed. They must fit like pieces of a jig-saw puzzle—not only into our own food picture, but into that of available supplies all over the world, and must fill the needs of every last outpost of United Nations' fighting men.

Butter may be next on the Soviet shopping list. Or lard, flour, casein, cheese, or powdered milk. Whichever it is, it is discussed, and the availability of supplies explained. It is then promised for immediate delivery, promised for later delivery, or, if the particular item is not available or supplies are not sufficient to meet the order, the demand may be shifted to some more plentiful substitute product. Oftentimes these substitutions may sound peculiar to Americans, when the Russian tastes vary from our own. Butter, for example, is in short supply in this country and we are unable to fill the Soviet orders in their entirety. The Russians' second choice is lard, not oleomargarine. They consider lard as possessing a higher caloric value and, in view of the shortage of shipping facilities, they aim to ship items of the highest nutritional value—the items that count.

The translation of Russian orders into the English language occasionally plays strange tricks, making it difficult, on those occasions, to determine just what commodity is really wanted. Sometimes, too, when a product unfamiliar to the Russians is up for discussion, our 20 by 30

grocery store becomes a taste-testing laboratory. Trays of the food are wheeled in, and each person present has a sample of the different kinds of food being tested, marking down his individual taste preferences on specially prepared score cards. All the food varieties are secret, of course, and one person whose taste buds play him false is the object of considerable joking at the next meeting.

It's not all taste tests and jokes, however. Tough problems are encountered and settled each time the group meets, and out of the decisions will grow, in many instances, the rations Americans will be receiving in the next few months. For the food is not always available; sometimes it is necessary to "scrape the bottom of the barrel" to fill the needs of battling soldiers on far-flung fronts, and of civilians in Britain who must be fed to enable them to keep in the fight.

When necessary the "clerks" arrange priorities for new plants and expansion of existing equipment to process the food needed for shipment abroad and for our war workers here at home. Dehydration plants have been conceived as those shopping lists were pulled from the pockets of Soviet and British representatives. New cheese plants, new citrus juice concentration plants, additional acres of corn and soybeans, and millions of extra porkers have become the order of the day, so that these words may be written alongside each item on the list: "The program can be met in its entirety."

That's the food front communique that tells us all is going well in the battle for food.

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DETAILS OF CHEESE SUBSIDY PROGRAM OUTLINED BY USDA

Under its American cheddar cheese subsidy program, the Government will purchase all the American cheddar cheese delivered by the factories on the basis of 27 cents per pound (at Plymouth, Wis.) and sell it back to the factories immediately at a price $3\frac{3}{4}$ cents per pound below the purchase price or $23\frac{1}{4}$ cents per pound, Plymouth basis. The transaction will be made without physical transfer of the cheese. An extra $\frac{1}{4}$ cent per pound will be paid on cheese having a moisture content of $35\frac{1}{4}$ percent or less so that factories will be encouraged to produce the low-moisture cheese that keeps best under difficult storage and shipping conditions.

Cheese factories will be required to pass on to the farmers from whom they buy milk all the Government payments received, in addition to the amount they would pay to farmers otherwise. Each factory also will be asked to indicate to farmers the amount being paid to it as a result of this program. Every effort will be made to keep the subsidy program on a simple basis.

A FIVE-LETTER WORD MEANING FOOD

. . . . By Lucile Cohan

If you knock the "l" out of "salmon" you get SAMON-- at least you do in the armed forces. And if you knock a few letters from the names of other foods, you get abbreviations such as APBUT, CITJU, TOMJU, SARD, CATSP, BLUEB, and even SPINH. It's a new kind of Army game that's expected to solve one of the Quartermaster General's minor headaches.

Here's the headache: Military operations often involve handling supplies under difficult conditions--conditions under which the cans containing food get wet and lose their labels. Figuring out the contents when that happens is a job that takes the X-ray eyes of Superman. The soldier in Algiers thinks he is opening a can of tomato juice, for example, but it turns out to be dog food. And the can he hopes contains peaches is filled to the lid with sauerkraut. It is enough to make a soldier say "Fiddlesticks!"

WPB Marking

So the War Production Board--hereafter referred to as WPB--is working out a permanent method of marking cans. They've asked food canners to accept a list of abbreviations, none of which is more than five letters long, and to mark all canned goods in one of the following ways: By embossing the name of the product or its abbreviation on the cover of the can; by printing the name on the body or end of the can with a permanent noncorrosive ink; by lithographing the name on the body or ends of the can; and by printing or stenciling by hand with a permanent non-corrosive ink.

The armed forces have agreed to accept a definite list of abbreviations, none more than five letters long. With the short names, such as beets, corn, figs, jelly, and some others, there will be no problem at all. But APBUT becomes apple butter, CITJU is blended orange and grapefruit juice, TOMJU is tomato juice, SARD is, of course, sardines, BLUEB translates into blueberries, and SPINH is Popeye's old standby spinach. GRFJU is a little difficult at first, but to an abbreviation expert it is easily recognizable as grapefruit juice, and MARMA is an almost affectionate diminutive for marmalade. All of the element of chance hasn't been removed, however; FISH may be either flaked fish or pilchards, and CHERRY may mean sweet cherries or sour.

Eventually civilians may benefit from this permanent marking of canned foods. Certainly it would have saved a lot of confusion in the case of a family whose cellar was flooded not long ago, resulting in the washing of the label from every can of food stored there. Now every meal is high adventure, particularly when the can they think contains pears is full of dill pickles. In a way this is only justice, for those people shouldn't have hoarded food in the first place.

USDA TO SURVEY FRUIT AND VEGETABLE PROCESSING PLANTS

A comprehensive survey of the Nation's 3,000 fruit and vegetable processing plants, to obtain data for Government agencies concerned with food production and distribution, is being launched by the Food Distribution Administration.

The survey, one of several to be conducted by the FDA for the major food fields, will provide basic information on the Nation's canning, dehydrating, and freezing plants for fruits and vegetables. The information will be put to immediate use in meeting military, Lend-Lease, and domestic requirements.

Information to be obtained for each plant will cover commodities produced, capacity, source of raw materials, employees required, storage facilities, inventory of both used and unused equipment, and other information needed to appraise the effective production of each plant. Facts obtained will be available to the Department and other Government agencies concerned with the problem of obtaining a full and coordinated use of these facilities in the wartime food program.

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SAUERKRAUT MAKING AT HOME EXPLAINED

In explaining what takes place in the curing of sauerkraut, Dr. C. S. Pederson, food bacteriologist at the New York State Agricultural Experiment Station, says, "Although many people have made kraut for years, few realize what happens in the typical curing process.

"When cabbage is cut there are a great many bacteria, both good and bad, together with yeast and molds present upon the cut shreds. The salt sprinkled upon the cabbage draws out the sugar which is used as food by certain groups of bacteria which change the sugar to acids and other by-products. A typical mellowing of the cabbage takes place with these changes, resulting in the product we term 'sauerkraut' or acid cabbage.

In properly packed kraut, which contains the correct quantity of salt and which is held at a reasonable temperature, only certain desirable types of bacteria are able to grow, Dr. Pederson explains. He adds that spoilage types of bacteria, yeast, and molds are stopped from growing by absence of air and by the presence of the acid which is rapidly formed by these desirable bacteria. If an insufficient amount of salt is used, or if the kraut is not thoroughly packed, or if the juice is drained off, or if the kraut is not covered properly, spoilage may occur and may show itself as an off color, off flavor, or in the texture of the kraut.

BILL OF FARE FOR 1943

. . . By Elinor Price

The kinds and quantities of food Americans eat next year will be determined largely by such indeterminate factors as the size of the Army, the success of the Allies, and the weather. Other factors--shortages of labor, farm machinery, and transportation; farm prices, ceilings, and subsidies; and the complexities involved in processing, packaging, and distribution--will influence the quarts of milk, dozens of eggs, pounds of meat, and varieties of fruits and vegetables that will be set out on our dinner tables.

This much is certain: After the groaning holiday table has been cleared, the dishes washed, and the trimmings put away, the civilian consumer will begin a year in which he will eat less of the foods he has always liked, more of the foods he hasn't favored in the past, and some foods that will be completely new to him.

Americans Will Be Well Fed

But in spite of the absence of whipping cream, exotic fruits, and oils from the Far East, thick beefsteaks, asparagus tips, and the full coffee pot, Americans will continue to be well fed even though their palates will not be tickled by "delicacies." The lowly but nourishing and body-building foods will come into their own. Carrots, beans, peas, cabbage, fish, cereals, and whole wheat bread will grace the dining table. Locally abundant fresh fruits and vegetables will be served instead of canned or frozen out-of-season food. Fish, cheese, and poultry will partially take the place of sirloin and the standing rib roast. Dry skim milk and butter substitutes will be bought next year even by the higher-income groups and fluid milk will not always be available on all markets.

In 1942 farmers produced some of the largest quantities of food ever produced in the United States. The goals for 1943 point to even higher production. Yet a large percentage of these bumper crops will never reach civilian markets. The civilian consumer no longer will be able to walk into the grocery store and have his pick of any quantity of choice melons, Grade A large fresh eggs, choice sirloin, mock turtle soup, and many other canned products.

The 1942 spring pig crop was the largest in the history of American agriculture. Yet more than 1/3 of the 13 billion pounds of pork that will be produced in 1943 will go to the armed forces and to our Allies. At the same time flush pocketbooks will have increased the demand. The normal amount of pork will be available but the extra quantities that civilians would like and can now afford to buy will not be.

The picture is somewhat different with beef. Here a half billion pound increase is expected in 1943, but military and allied requirements

have so expanded that in 1943 we shall need about twice as much beef as in 1942. Again, increased incomes have increased the demand, and so, while there will be the same amount of beef available as there was on the average during the years 1935 and 1939, it may be a billion pounds below what would be consumed at ceiling prices.

Supplies of veal, lamb, and mutton will be nearly large enough to satisfy normal civilian demands in 1943. But the rationing of beef and pork, which will be necessary to insure equitable distribution, will entail the rationing of veal, lamb, and mutton. Under the rationing plan consumers can be fairly sure of receiving adequate supplies of the restricted meats. In addition they will be able to buy liver, heart, kidney, sweetbreads, and tripe. Fresh fish will also be available. All this adds up to the cheering fact that Americans can expect to get more meat than almost any other country in the world and will eat as much of the restricted meats as the average American has in the past.

Alternates

As a result of rationing, the alternates for meat-- milk, eggs, cheese, poultry, soybeans, peanuts, and dry beans--will become more significant parts of the daily menu. But here, too, Lend-Lease and military requirements, transportation difficulties, labor shortages, or some distribution problem will govern the civilian supply.

Milk is at the center of much of the current food problem. Whole milk powder, cheese, dry skim milk, butter, and evaporated milk have all drawn heavily on the 120 billion pounds of milk produced in 1942. These products are badly needed on the fighting fronts, and will continue to absorb much of the supply of fluid milk available for civilian use. In spite of high production records in 1942 and still higher goals for 1943, the average milk drinker will have to get along on less milk and fewer milk products. However, there will be some evaporated milk and some roller process dried skim milk that civilians will get in fortified breads and soups and other foods. If the 1943 milk production goal is reached, consumers can be sure of receiving enough milk to meet minimum needs.

Butter and cheese will also appear on the dinner table less frequently than many a good housekeeper would like to see. For again, despite an over-all increase in dairy production, shipments to Army camps and to other countries will sharply reduce supplies for civilians.

The curtailment in civilian supplies of butter will put an extra strain on domestic fats and oils, although nobody will suffer from a lack of these foods. The per capita supply of fats and oils for civilian consumption in 1943 will be about as large as it was this year, but about 7 percent less than in 1941. This means that the average citizen will consume approximately 33.5 pounds of fats and oils, but between 6 and 7 pounds less than he would like to have. Economy in the use of fats and oils in the kitchen will help "stretch" the supply.

Eggs and poultry are standard meat supplements and here, too, production has reached new records. The 1942 production of eggs will soar to an all-time high of nearly 53 billion and the contemplated goal for 1943 will mean an increase of approximately 8 percent. But the extraordinary demands of military and allied requirements for dried eggs will remove from the civilian market one out of every four eggs produced in 1943. In addition, a good proportion of the egg supply will be needed to keep the hatcheries going full tilt. For as meat supplies decline the demand for poultry rises and the goals call for an increase of 28 percent over 1942. This should go far toward making up for the short supplies of red meats.

More Fresh Vegetables

The campaign to get Americans to use more fresh fruits and vegetables--and less of the processed products--will get further emphasis this next year. Principal reason is that significant quantities of the canned, dehydrated, and dried products will be needed for shipment overseas. Canned delicacies already are losing out in the war economy, since the restricted supplies of tinplate are needed for packing more essential foods.

Total production of fruits and vegetables has increased. The canned pack of the major fruits, vegetables, and juices in 1942 was about 25 percent larger than for the average of the 1937-41 period. Production of quick-frozen foods was about a third larger in 1942 than in 1941, and dehydrated vegetable production is five times greater than a year earlier. These increases, however, have been largely absorbed by the Government's war requirements. But even where there are normal supplies, the civilian demand, broadened by a greatly increased national income, cannot be met. In many instances where shortages are felt, there would be no shortage problem if consumers were buying the same amount of food they purchased in 1940.

Goals for 1943 point to high production of dehydrated vegetables and dried fruits. But in predicting the quantities of these foods that will be put on the civilian market, it must be remembered that one ship carrying dehydrated vegetables can do the work of about five ships carrying fresh vegetables, and that dried fruit keeps well, requires little or no tin, and takes much less shipping space than fresh or canned fruit. Consequently, the expanded production of dehydrated foods will be largely used for shipment overseas, and dried apples, peaches, apricots, and pears will get into the hands of very few civilians. There will be supplies of dried figs, raisins, and dried prunes for civilians, but possibly not as much as they would like.

There will be less of the luxury vegetables--such as cantaloups, watermelons, bleached celery, artichokes, etc.--which require excessive labor and transportation facilities in relation to their food value. Consumers will use more of the vegetables grown nearby.

Among the foods that civilians can be very sure of receiving are breads, cereals, and beans. These will once more become the mainstay of Americans' diets. Stocks of wheat in both the United States and Canada will insure plenty of whole wheat and enriched breads; a little more than five million bushels of oats and barley, the largest on record, will mean lots of hearty soups and cereals; the production of dry edible beans, dry peas, and split peas will be sufficient to meet rising export needs and still keep up with civilian demands; soybean and peanut crops will do much to alleviate the short meat rations.

All in all Americans will have sufficient supplies of meat, vegetables, fruits, cereals, milk, and eggs to continue to be the best-fed nation in the world. And who can tell--perhaps next year's food changes will mean an even better nourished and healthier nation!

--V--

AGRICULTURAL WAREHOUSEMEN AND MEAT INSPECTORS SOUGHT

Do you know how to manage a warehouse or how to inspect meat? If you can hold down either of these jobs, the U. S. Civil Service Commission wants to know about it.

In connection with warehousing under Lend-Lease activities, appointees as warehouse managers may supervise warehouses storing agricultural products in cold or dry storage, or examine warehouses licensed under the U. S. Warehouse Act. Positions pay from \$2,000 to \$4,600 a year. Persons are sought who have had experience involving responsibility in management of warehouses storing agricultural products under either cold or dry storage conditions.

Applicants who have completed 2, 3, or 4 years of study in a recognized college need have only 1 year of warehouse managerial experience to qualify for positions paying \$2,000, \$2,600, and \$3,200 respectively. Applicants may also qualify on the basis of experience alone, or by other acceptable combinations of experience and education.

Because of the increased number of meat companies participating in interstate commerce, the need for inspectors of meat and meat food products is intensified. Persons may qualify for lay inspector positions by having lived 4 years since their 12th birthday on a farm or ranch producing livestock. Or, persons may qualify by having had at least 2 years of experience since their 16th birthday handling livestock or preparing or processing meat or meat food products. Entrance salary is \$1,620 a year. Both men and women may apply.

There are no age limits for the positions described above. No written test is required. Applicants must be physically capable of performing the duties of the position.

SOLVING THE SOAKING SITUATION

. . . . By Alice Nichols

They've turned the heat on that old soak, the bean, and now housewives lucky enough to get in on a still limited output of a new pre-cooked dehydrated bean can put a fine dish of Boston Baked on the table in no more time than it would take to boil potatoes.

This fast-cooking bean is a timely development. Proteins in war-time are always a problem -- in fact, there are nutritionists who hold that we, as a people, have always been "under-proteinized." We are lucky now, when meat is short, to have a record crop of dry edible beans and far-above-average holdings. Still, many women are so busy with war work, that the overnight job of soaking beans and the 5 or 6 hours it takes to bake them is a hitch not easily overlooked. On top of that, they have been asked to conserve cooking gas and no tin has been allotted for the canning of pork and beans for civilians.

Pre-cooked and Dehydrated

These pre-cooked dehydrated beans are packaged in 10-ounce boxes, an increase to three times their weight on dehydration. Right now, only one company is in the field with them. The plant is running full capacity, trying to catch up with orders booked through December and into the new year. However, it is rumored that a Boston company is considering entering the field and the commodity sounds good enough to attract others.

Another solution to the problem of getting the dry bean to the American table is that of retailing already prepared bean dishes in bulk. One of the large associations of grocery retailers has sent a bulletin to wholesalers and retailers, suggesting that delicatessen departments be set up to handle prepared foods that eventually must be sold in bulk if they are to be sold at all -- pork and beans, kidney bean salad, sauerkraut, and so on. One suggestion is that retailers contract with local bakers to bake beans in their ovens.

There is one favorable aspect to this whole situation -- there are plenty of beans. The only problem is to put them into a form adaptable to wartime conditions. And that is a problem that will be satisfactorily solved before many months have passed.

--V--

A new wool "package" has been developed by the FDA to serve as a blueprint for grading wool in accordance with easily recognizable Government standards. The package is a large black box containing six samples of grease wool that conform to Department of Agriculture specifications for grade. With these samples, growers can send wool to the mills that is graded exactly in accordance with these standards.

WICKARD ANNOUNCES 1943
FOOD FOR FREEDOM GOALS

Farmers have their work all cut out for them in 1943. The food production goals announced on November 30 by Secretary of Agriculture Claude R. Wickard, call for the largest output in the history of American agriculture.

In general, the goals are aimed at maintaining or exceeding the record level of production attained this year, but there are significant changes from the 1942 production pattern which throw sharp emphasis on crops and livestock most essential to the war effort. The goals are subject to any revisions that may be made necessary by military or other developments.

At the same time, Secretary Wickard announced a price support program which pledges the Department to, "so far as possible, work out and maintain a price policy during the year which will give maximum price assistance to the production program." Included in the program are specific price support announcements for many major farm commodities.

The Goals

Milk and Dairy Products: One of the most critical needs in 1943 will be for milk and dairy products. Chiefly because of the lack of skilled dairy workers, farmers will not be able to produce all the milk that could be used next year. In 1942, milk production will total nearly 120 billion pounds. Taking into consideration all production and demand factors, as well as the difficulties facing dairymen, the Department has set the 1943 milk goal at 122 billion pounds.

Meat Animals: The goals for livestock production--beef, pork, lamb, and mutton--call for 25.7 billion pounds of meat. This is approximately 16 percent more than was produced in 1942 and nearly one-third greater than the amount normally consumed in this country.

The biggest increase will be in pork, and farmers are being called upon to plan for at least a 15 percent increase over this year's record pig crop. This 15 percent increase in total 1943 farrowings, announced November 27, supersedes an earlier request for a 10 percent increase in spring farrowings. If realized, the new goal will result in a 1943 pig crop--spring and fall farrowings combined--of 121 million head, by far the largest of record.

Poultry and Eggs: Poultry producers are asked to help supplement the Nation's meat supply by producing 4 billion pounds of chicken and 560 million pounds of turkey to be consumed as meat. This is 28 percent more chicken and 15 percent more turkey than the estimated 1942 production. The egg goals call for an 8 percent increase, with emphasis on larger production per layer.

Hatcherymen and poultrymen who produce chicken and turkey eggs for hatcheries, were urged to make plans immediately for operations at record levels next year. Hatcherymen also were asked to encourage early bookings of orders so that full settings can be made as early as possible in 1943.

Vegetable Oil Crops: The acreage goals for the oil crops--peanuts, soybeans, and flaxseed--have all been increased over the 1942 goals. The soybean acreage goal is 10-1/2 million acres, about the same as the acreage harvested for oil in 1942, but 1-1/2 million acres over last year's goal. The peanut goal is 5-1/2 million acres, compared with 4,173,000 acres harvested in 1942. The flaxseed goal is 5 million acres, compared with a 1942 planted acreage of 4,675,000.

Feed Grains: The acreage goals for feed grains, including corn, oats, barley, and grain sorghums, are about 1.5 percent larger in total than the 1942 acreage of these crops. The goals also call for an increase of 8 percent in grain sorghums.

Acreage allotments for corn producers in the commercial corn area are being raised 5 percent by the Agricultural Adjustment Agency. Producers who wish to exceed their acreage allotments by planting up to their usual acreage in order to have more feed may do so without incurring reductions in other payments. No marketing quotas will be proclaimed on corn.

Dry Edible Beans and Peas: The dry bean goal is 18 percent more than the 1942 acreage, while the dry pea goal is 25 percent more.

Commercial Truck Crops: The goal for commercial truck crops is about the same as in 1942, with increases asked for the more essential crops and decreased acreage for the less essential. The goal calls for increases in acreage of carrots, kale, lima and snap beans, sweet corn, onions, cabbage, beets, and tomatoes. There are no changes from last year for peas, spinach, and asparagus. Decreases are suggested for artichokes, peppers, lettuce, eggplant, watermelons, cauliflower, cantaloups, cucumbers, and celery. If watermelons and cantaloups are excluded from both the 1942 acreage and the 1943 goals, total acreage for 1943 would be 2 percent above 1942 acreage.

The goal for potatoes is 3 percent higher than the 1942 goal.

The goal for sweetpotatoes is the same as the estimated 1942 acreage, but 12 percent below the 1942 goal.

Canning Vegetables: The problem of producing vegetables for canning is so much affected by tin plate supplies that definite plans cannot be made until a determination is made of the amount that can be allocated for canning. A total pack of vegetables about the same as 1942 is expected, but there may be preference for some types. In general,

the pack of beans, tomato products, peas, beets, and carrots needed will be as much as can be obtained with available processing capacity.

Fruits: Total production of the 11 major fruit crops for the 1943-44 season is expected to be about at the 1941-42 level but about 5 percent less than the large 1942-43 crop. There has been some abandonment of acreage of berries, particularly of strawberries. Increased packs of frozen berries will be important in 1943 because of the expected shortage of canned fruits and fruit juices.

Dried Fruits: Maximum production will be needed.

Canned Fruits: The supply in 1943 will be limited largely by the amount of fruit that is dried and by the amount of metal that can be allocated for the manufacture of cans.

Wheat: The goal for wheat in 1943 is 5 percent less than the goal for 1942 and 2 percent less than acreage reported in 1942.

Rye: The 1943 goal is for 7 percent less acreage than that harvested in 1942.

Cotton: The goal for cotton in 1943 is 10 percent smaller than the 1942 goal and 6 percent less than the acreage reported in 1942. However, further expansion of acreage of longstaple cotton will be necessary to meet war needs.

Because of the needs of the Army and Navy, it is recommended that production of American-Egyptian cotton be increased to 250,000 or 27 percent above the 1942 level. However, if developments in the Mediterranean area should make it possible to import more Egyptian cotton, the goal for this type will be revised.

The 1943 goal for Sea Island cotton is approximately the same as for 1942. Production of Puerto Rican Sea Island cotton, which ranges up to two inches in staple length, should be increased as much as possible.

In preparation for the 1943 season, it will be important for farmers to save the available stocks of seed of the longer-staple varieties.

Tobacco: The 1943 goals for tobacco remain about the same as in 1942 for all types except Burley. The goal for Burley is 10 percent larger than in 1942. Tobacco goals will be in terms of acreage allotments. Because of the upward trend in tobacco consumption and in Lend-Lease requirements, consumption in 1943 is likely to be greater than 1942 production.

Hemp: The hemp program calls for 300,000 acres for fiber and 50,000 acres for seed.

-PERTAINING TO MARKETING-

The following reports and publications, issued recently, may be obtained upon request from the Food Distribution Administration, U. S. Department of Agriculture, Washington, D. C.

The Problem of Food--America's Responsibility (Address).
By Claude R. Wickard

We Can't Produce Too Many Hogs (Radio Address). . . By Claude R. Wickard

We Need More Milk (Radio Address). By Claude R. Wickard

Full Farm Production, Now and For the Future (Address)
By Claude R. Wickard

The Job Ahead--Production (Address) By Claude R. Wickard

Produce for Victory (Address). By Claude R. Wickard

The Farm Sector in Our Food Front (Address) By Claude R. Wickard

The Canning Industry's Job in the Days Ahead (Address).
By Roy F. Hendrickson

Teamwork Will Solve the Food Problem (Address) . . . By Roy F. Hendrickson

Marketing Farm Products in Wartime (Address). By Frederick V. Waugh

Wartime Responsibilities of the Dairy Industry (Address)
By Tom G. Stitts

Marketing Summaries, 1942 Season:

Michigan Grapes

" Peaches

" Pears

Colorado Peaches

Northwest Apples

" Pears

" Onions

California Grapes

" Onions

The Federal Security Agency:

The Food Front--A Series of Eleven Lectures (on Nutrition)

